COURSE SCHEDULE
2021

January 2021

13 Marketing your School Nutrition Program
Course Objectives:
1. Define marketing basics
2. Understand how and when to use product, places, and promotions in the marketing plan
3. Recognize a brand image and its importance
4. Know how to develop or enhance a brand
5. Discern when and how to purchase marketing or design help
6. Understand how to adjust the message to each group of stakeholders
7. Determine which marketing tools, like social media, to use depending on stakeholder group
8. Use one or more marketing tools to develop a marketing piece for your program

REGISTER

27 School Nutrition Program Expense Basics
Course Objectives:
1. Explain school corporation expense funds related to school nutrition
2. Analyze and interpret expenses for program evaluation and improvement
3. Understand how indirect costs are calculated and applied to school nutrition accounts
4. Calculate and apply expense related benchmarks and KPIs used in school nutrition industry
5. Describe strategies for controlling food and labor costs
6. Explain the difference between variable and fixed costs

February 2021

10 Facilities Planning and Management
Course Objectives:
1. Review foundations of kitchen asset management
2. Determine inventory requirements
3. Develop preventative maintenance schedules
4. Manage service and warranty issues and contracts
5. Create replacement plans for major assets
6. Organize kitchen closings, openings and remodels
7. Dispose of assets and sell old and discarded assets
8. Plan and opening or remodeling of space
9. Learn about current design trends that maximize efficiency
24 School Nutrition Program Revenue Basics
Course Objectives:
1. Explain school corporation revenue and liability (8400) funds related to school nutrition
2. Reconcile school nutrition liability (8400) fund
3. Analyze and interpret revenue for program evaluation and improvement
4. Calculate and apply revenue related benchmarks and KPIs used in the school nutrition industry
5. Describe strategies for increasing revenue
6. Calculate Paid Equity Lunch
7. Calculate non-program revenue

April 2021

14 Product and Inventory Management
Course Objectives:
Using the information provided in this training, participants will:
1. Review stakeholders’ responsibilities and expectations.
2. Discuss how the menu determines the goods and services that must be competitively procured.
3. Review basic concepts of inventory management, product movement, and cost management.
4. Summarize the types of items that are associated with a specific product category.
5. Create a sample product screening evaluation tool.
6. Practice writing a mock product specification.
7. Examine the features of a Child Nutrition Label.
8. Discuss the importance of accurately forecasting products.

28 Financial Planning and Reporting
Course Objectives:
1. Analyze and interpret basic school nutrition financial reports
2. Develop an annual budget
3. Communicate financial information to stakeholders
4. Develop short and long-term financial goals
5. Explain State Board of Accounts requirements for School Nutrition Programs

May 2021

11 School Nutrition Policies and Procedures
Course Objectives:
1. Understand policies and procedures for which the district is responsible versus the food service department
2. Determine which activities need written policies and procedures
3. Learn what to include in your standard operating policies
4. Learn how often to review and revise written policies and procedures
5. Learn how to categorize your policies and procedures
6. Create a standard operating policy and procedure template
7. Learn the differences between Policy and Standard Operating Procedure and how to create and maintain a system that provides organization, order and meets audit requirements for the financial, nutritional and other aspects of USDA meal program
8. Learn what standard operating policies and procedures are available through IDOE
9. Reviewing unpaid meals, bad debt, wellness, and social media policies in depth

June 2021

16 Advanced Menu Planning and Production Strategies
Course Objectives:
1. State factors to consider when planning menus
2. Describe the benefits of using cycle menus
3. Describe the benefits of using locally-produced and USDA Foods
4. Determine a food cost goal for breakfast and lunch menus
5. Calculate menu costs
6. Identify ways to communicate and market the menu to students and other stakeholders
7. Describe the benefits of including students in the menu planning process

16 Planning for the Next Crisis - Keeping your Staff & Space Safe
Course Objectives:
1. How to effectively deal with Food Quality and Safety situations
2. Customer questions on quality and safety of the food
3. Food recalls – processes and responsibilities
4. Understand and prepare for school safety and security situations
5. Lockdowns
6. Fire drills
7. Tornado drills
8. Access to the kitchen and the equipment
9. Is your cafeteria designed with school safety in mind?
10. Understand how to develop a plan for when the utilities fail
11. Communicating with the public and parents for each type of emergency.
12. Determining the best way to communicate (i.e. social media, robocalls, texts, print)
13. Know ahead of time your district’s communication policies and how to make sure your department is covered.

17 Procurement – Beyond the Basics
Course Objectives:
1. Identify major Federal and NSLP procurement regulations
2. Identify the four methods of procurement
3. Identify required contract provisions and when they apply
4. Define and adhere to the “Buy American” clause in procurement
5. Define and adhere to regulations regarding “geographic preferences”
6. Discuss Standards of Conduct and various ethical scenarios
7. Develop solicitation documents appropriate for the different methods of procurement
8. List the types of documents that are required to demonstrate that procurement conforms to Federal, State, and Local regulations
9. Develop evaluation tools for Request for Proposals (RFPs) and Quotes (RFQ)
10. Discuss group purchasing organizations (GPOs) – advantages, disadvantages and responsibilities as a member
17 Program Accountability and Ethics

Course Objectives:

1. Explore the topic of accountability and define it in terms of best practices for a school nutrition department.
2. Understand ethics and the role it plays in school food service.
3. Understand nepotism and how it can impact the food service program.
4. Gain an overview level understanding of laws that pertain to privacy of information, including:
   a. Freedom of Information Act. (what information is required to be shared and how to work within the district’s procedures when sharing);
   b. Indiana Open Door Law; and
   c. FERPA and how it is relevant
5. Gain an understanding of how to prevent and manage fraudulent activity, such as:
   a. Definition of common types of fraudulent activity (i.e. ghost employment, bid collusion, bogus billing, falsification of public records, work-related personal injury claims, monetary of other theft);
   b. Identify how to spot behavior or practices that may be indicators of fraudulent activity;
   c. Know the steps required to investigate suspected fraud;
   d. Understand the legal duty and appropriate steps to pursue individuals suspected of fraudulent activities;
   e. Know the steps required to develop policies, practices and procedures to reduce of eliminate fraud
October 2021

8  Creating and Implementing your HACCP Plan
8  Human Resource Management
27  Menu Planning Regulations and Concepts
27  Visionary Leadership